

The Cohen Co., Inc.

Our Purpose Is to Render Service First and Satisfaction Ever

The Cohen Co., Inc.

Latest Modes in Women's Wear--"Lowest in City" Prices

Cohen Prestige and Style Leadership were established pre-eminent during the Opening Days of last week. The consummation of our effort to assemble the very latest and most authentic styles in Women's Apparel for fall and winter finds perfect expression in the most accepted departures of the moment ever fashioned of high grade materials and embellished in harmony with the reigning mandates of Fashion.

Tailored Suits at Exceptionally Low Prices

—Handsome, dressy models, even at such little prices. Serge and Poplin materials are most pronounced in several different styles, one of which is fur trimmed. Colors are navy and black, \$12.75, and others at..... **\$14.75**

Tailored Suits in Which We Specialize

—Smart Tailored Suits that would be at home on Fifth Avenue. Fashioned of fine Velour, Broadcloth, Poplin and Gabardine materials, effectively finished with fur or to be had without this adornment, \$19.50 to..... **\$24.50**

The Suits Favored by Nine Women Out of Ten

—Between the prices advertised for the Suits in this group of high-class Tailored and Fancy garments is comprehended all the desires, whims and fancies of the majority of women. Materials are the most popular brought out this season—Broadcloth, Poplins and Gabardines, in Navy, Burgundy, Brown, Green Plum and Black. Every variation of coat length. The prices are \$27.50 to..... **\$35.00**

Dressy Suits of Distinction

—This category embraces Demi-Tailored and Fancy garments in a wealth of wanted materials, delineating the very latest effects in all colors. Splendid indeed is the choice existing between..... **\$37.50 to \$55.00**

Copies of Imported Models

—Copies that have no counterparts in materials or styles. Fashioned of Velour, Bolivia Cloth, Gabardine and trimmed with Mole, Hudson Seal and Opossum. All leading shades. \$57.50 to..... **\$124.50**

Three Important Groups of Coats

—Since price is very frequently of secondary influence to style—though it is our aim to confine one to the benefit of the other—it is only natural that we should call your attention to certain New Coats made of fine Velours, Bolivia and Novelty Cloths, trimmed with fur and plush and presented with set-in and Raglan sleeves. All the latest shades, and sizes from 16 to 44, at \$27.50 to..... **\$59.50**

Other Coats as Low as \$9.95

—Wide latitude that makes possible discriminating choice is featured in Coats of Novelty Mixtures, and Chinchilla, in Swaggar and Sport Styles. Women's and Misses' sizes. \$9.95 to..... **\$14.75**

Velour Coats With Plush

—Three clever models are placed at your approval in these handsome Velour Coats trimmed with fine quality Plush. Full flaring and Belted effects are represented. \$19.50 to..... **\$24.50**



Serge and Jersey Dresses

—Some of the most popular favorites during the Opening were these new Serge and Jersey Dresses in straight line and fitted models, handsomely embroidered or fur trimmed—Navy, Black, Brown and Green—\$19.50 to..... **\$29.50**

Street and School Dresses

—Mothers will note with interest that the Girlish Dresses for school in this lot are made of very high grade Serge. Other Serge Dresses in straight line effects for street wear in women's sizes. \$9.95 up to..... **\$16.95**

Dinner and Evening Gowns, Also Afternoon Frocks, at \$59.50 to \$149.50

In Satin and Georgette

—Here we come to Dresses of rare charm and distinction in the very newest styles for street and afternoon wear. Colors are Navy, Burgundy, Brown, Green and Black. Prices are most compelling between \$19.50 and..... **\$29.50**

Latest Dancing Frocks

—Dresses for informal afternoon wear and Dancing Frocks, made of Georgette, Satin and Tulle, are copies of high-priced models and come in all high shades as well as Navy, Burgundy and Black. Priced \$59.50 to..... **\$149.50**

Stellar Special No. 1
Mex. Drawn Work
A big purchase of beautiful Mexican Drawn Work Scarfs and Shams, all of which are shown hemstitched with rows of handsome drawn work and an open center—Scarfs 18x54 inches and Centers 29x29—on sale Monday, choice..... **50c**

Stellar Special No. 2
Terry Towels
You will pronounce the quality very exceptional and you will choose from a wide range of Stripes and combinations of colored plaids on white grounds. Just the towel for the crocheted edge. Special to-morrow at, each..... **25c**

Stellar Special No. 3
1,200 Huck Towels
But even 1,200 of such good size Huck Towels isn't too many at Monday's price. All came with a red border, warranted fast color. Of course, prudent shoppers will get here early for such Towels to be sold 12..... **98c**

Stellar Special No. 4
Wash Suiting, 25c
A 36-inch Wool Finished Wash Suiting that has every appearance of the all-wool fabric. Something like twelve different styles of Checks, Combinations and solid colors. A desirable material for a smart tailored suit, at..... **25c**

Stellar Special No. 5
Flannelettes, 10c
To-morrow we have decided to offer 28-inch Pileed Flannelettes of extra heavy weight, specially desirable for Night Robes, since it reveals Pink, Blue and Tan Stripes and Checks on a white ground. Price, per yard..... **10c**

Stellar Special No. 6
Kiddie Cloth
Nearly every mother is familiar with the usual price of this Fast Color Kiddie Cloth, 32 inches wide, embracing Striped and Check patterns as well as Solid Colors to match. To-morrow's price, per yard, however, will be..... **19c**

Charmed Paris; Captivated New York

The Novelty Hand Bag

Never Such Variety, Colors and Fancies

From styles almost without number we have illustrated several to convey some idea of present departures. Charming and altogether new and distinctive, ready to-morrow.



BEADED DRAW STRING BAGS have the preference and may be accepted as leaders. Both Paris and American Bags are displayed, the beading in varying degrees of elaboration. Silk and Velvet Combinations, All Silk and All Velvet—some in combination colors—all nicely lined with silk and fitted with a purse and mirror. \$3.95 to..... **\$19.75**

THE FAIRFAX Hand Bag is made of real goat skin, lined with blue floral silk and provided with an envelope purse and small separate mirror. It comes in dark blue, at..... **\$6.95**

THE REVERE Bag is formed of Black Silk Velvet with a row of satin pleating in self color around the extreme edges. Lined with light green silk and fitted with a purse and mirror. The Silk draw string..... **\$3.75**

DRAW STRING BAG made of Panne Velvet and Black Moire Silk combined, is trimmed with a silk braid and tassel, lined with lavender satin and fitted with a purse and mirror. The price is only..... **\$6.50**

THE PRESCOTT is also another lovely novelty made of a combination of moire silk and pin seal leather, lined with lavender broadcloth silk and shown with a moire handle..... **\$5.95**

VERY SPECIAL: Certain new effects in Draw String Bags, combining a suede top with a crocheted bottom—copies of Parisian Bags that would sell for \$20.00—may be had here for as little as..... **\$3.95**

THE STANLEY PURSE made of fine Pin Seal with blue cloisonne clasp, is also entitled to special mention here. It is beautifully lined with gray silk, and comes fitted with a mirror and..... **\$5.00**

IMPORTED BEADED BAGS in light and dark combinations and color tones, far too wonderful to describe. \$3.25 to..... **\$35.00**

ARTS & CRAFTS Purses made of fine leather in old copper color and obtainable with an inside pocket and mirror—either strap back or strap top. \$3.50 to..... **\$4.50**

Some of the Favored

New Dress Goods

—With the Silk and Dress Goods Market soaring daily, it is sort of refreshing to glance over our shoulders about a year to the time our orders were placed for large quantities of undyed materials, all of which were held until the colors and patterns for this fall had been established, when they were dyed in the latest shades. They're here—more of them than anywhere else in this part of the State—and they're marked subject to the basis of former prices.

46-Inch Broadcloth—Note the Price
—A cloth that bears every semblance of a much higher priced material. It comes in the usual tailor weight, in a full range of street and after-noon shades, and is only..... **\$1.59**

Also a Beautiful 54-Inch Broadcloth
—We refer to one of the most popular fabrics in the most favored weight. A permanent lustrous finish, in twelve good fall shades, and the fact that every piece is spaced and shrunk adds to the..... **\$2.00**

Here's a 50-Inch Wool Bengaline
—It's soft draping qualities make this fabric easily the smartest material obtainable for one-piece gowns. Its beauty is added to not a little by the tanise ground with a pronounced vertical cord. Only..... **\$1.25**

Silk Headquarters
—The Opening very conclusively established the fact that Cohen's is the Silk Store of Richmond. Therefore, from this great stock of high grade, beautiful Silks we choose the following values for Monday.

24-Inch New Plaid Silks
—A new assortment that comprehends a representative range of the very latest Plaid Silks, in distinctive, yet colorful combinations. Per yard..... **\$1.00**

Another Lot of All-Silk Plaids
—Satin and Taffeta Combinations vie for first honors with the all-satin and all-taffeta weaves. Most pleasing combinations will follow as a result of combining these Plaid Silks with serge or satin. Per yard..... **\$1.50**

40-Inch Charmeuse—Unusual Colors
—When we say unusual colors we mean tones that cannot be duplicated in every third store about town. Two important features—the silk is wide enough to cut well and has weight enough to give satisfaction. Not at all expensive at..... **\$1.75**

\$5,000 Stock of Lamps

Knowing full well that hundreds of people will hail this opportunity with eager interest, we are more than glad to be able to feature such important values as those that appear below.

AN event that is long to be remembered, far too important to picture in cold type. The desire to own a beautiful Table, Boudoir or Floor Lamp will have instant gratification at Cohen's to-morrow. Only a personal examination could fully convince you of the importance of making a selection now; furthermore the prices prevailing at present on Lamps for which the order was placed months ago will not be duplicated in equal Quality and Workmanship once present lines have been disposed of.



Semi-Indirect Lights and Hanging Domes Included

FLOOR LAMPS, in Mahogany Finish, 69 inches high, complete with a two-pull chain socket and silk cord and plug for attaching, special at..... **\$7.50**

SILK SHADES, in two beautiful shades, each 22 inches wide—all colors to choose from—most extraordinary array at..... **\$7.50**

FLOOR LAMPS, complete with shade, range up to \$47.50 and down to..... **\$15.00**

TABLE LAMPS, in beautiful mahogany finish, with a 14-inch silk shade..... **\$5.00**

TABLE LAMPS with a mahogany base and 16-inch silk shade, trim..... **\$6.50**

A TABLE LAMP with mahogany base and two-pull chain light, complete with an 18-inch shade is much out of the ordinary at..... **\$10.00**

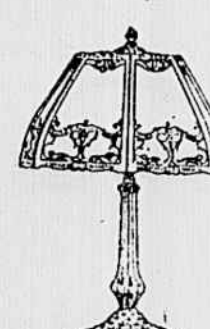
BOUDOIR LAMPS, just as charming as their name suggests, provided with a mahogany base and silk shade complete for..... **\$2.75**

EXTRA SPECIAL: A charming Boudoir Lamp, with ivory finished base and pretty silk shade, at only..... **\$5.00**

MAHOGANY CANDLESTICKS in a wide range of beautiful shapes—and mark well the fact that every one is solid mahogany—range from..... **\$1.00 to 25c**

ELECTRIC ATTACHMENTS of all kinds to fit Vases and Candlesticks are here at..... **\$5.50 each down to 10c**

CANDLE SHADES made of Paper, Linen and Silk; plain or with a beaded fringe; showing the newest and most fancy shapes at 75c each down to..... **10c**



Lamp Similar to Illustration

Special \$5.75

—One of several styles that are bound to please and delight our patrons while they last. A welcome gift to any Student or Fall Bride. These Lamps are made throughout of metal and come with a Cathedral Art Glass shade, finished in Empire Gold. While they last your choice..... **\$5.75**

—Lamp Department, Third Floor...

By All Means Turn to Page

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Important News of Bargain Basement

Cambric Drawers In Extra Sizes

—Don't content yourself with the thought that the lot is big enough to last all day. Made of good cambric in extra sizes and finished with ruffles of neat embroidery. Very special at..... **39c**

OTHER EXTRA SIZE PETTI-COATS, made of fine cambric range from 75c to..... **\$2.00**

Extra-Size Petticoats.
—Made of good quality cambric and shown with neat ruffles edged with embroidery. While they last you may have choice at..... **59c**

OTHER EXTRA SIZE PETTI-COATS, made of fine cambric range from 75c to..... **\$2.00**

Extra-Size Cambric Gowns.
—These with long sleeves finished with embroidery, insertion and tucks at the yoke are only..... **75c**

Figuritt Knit Skirts.
—The skirt that will not crawl up around the hips or bunch between the knees. Fits the figure perfectly, thus insuring a smooth fitting dress. Choice of white and colored stripes at..... **59c**

COTTON KNIT SKIRTS, in striped effects for..... **25c**

Wear Gossard CORSETS They Lace In Front

FAR better to retain a good figure than try to make over or improve on one that has missed the enjoyment and association of a Gossard Corset. In other words, the woman who wears one of these famous front-laced Corsets assures herself the development of a beautiful form, with every consideration for her health, as well.

New Gowns Mean a New Corset

—Gossard Corsets are the consummation of many years' study and experienced corsetiers who shall be glad to serve you here enjoy the benefit of a training more comprehensive than the mere selling of a Corset. You can be fitted to-morrow—why not dispatch the obligation at once? Prices of Gossard Corsets range upward from..... **\$2.00**

In the Realm of Infants' Wear

—For the benefit of those mothers who do not know that Cohen's specializes in Children's Hats, especially the smaller sizes, we are glad to say that some of the most beautiful styles we have ever shown are here in various shapes and styles at 50c to better ones..... **\$5.50**

New Caps for Baby

—Nothing less than a beautiful showing, each style tastefully trimmed with soft ribbons and laces. Prices..... **\$3.98**

Little Girls' Plush Coats

—Good, reliable garments, cut full and made to withstand all kinds of wear and weather. Sizes to 6 years. Turned collar and deep cuffs are worthy features. Quality is most excellent. Special at..... **\$6.98**

Coats of Soft Zibeline

—Buttons and trimmings of plush, most effectively applied, add to the advantage of a good range of..... **\$5.98**

Beautiful Black Velvet Coat
—Double fold belt and velvet collar and cuffs, edged with fitch..... **\$10.98**

New Longcloth Edges, 12½c

—These Edges are specially timely, as they are offered just when in greatest demand for Underwear. The heavy scallops are well worked, and there's a splendid range of new patterns..... **12½c**

Children's Handkerchiefs
—Fresh from their boxes and ready to please youthful shoppers. The dainty whipped edges are shown in Lavender, Pink and Blue and the price is only..... **2½c**

Men's Handkerchiefs
—Men who can't get here in person should send some one to secure a share of these full size, soft finished Handkerchiefs, neatly hem-stitched, at 12 for..... **50c**

The COHEN CO.
THE DAYLIGHT STORE OF RICHMOND, INC.
Store Now Closes Daily at 6 o'Clock

Phone Number Is Rand. 4130

Stocks Complete---No Better Time Than the Present to Choose New Rugs, Curtains and Curtain Materials

The prices that follow must be of interest when you consider that where we profited in advance of prevailing market quotations you will also save.

New 36-Inch Scotch Madras
—You will agree with us that such Madras is a rarity to-day at the price advertised. And not only this, but you have choice of Floral, Black and All-over Designs with pretty Pink, Blue and Yellow figures. Per yard..... **29c**

Special Marquisette Curtains
—Made of fine Marquisette with a plain hem-stitched border and neat cluny lace edges. Every pair measures 2½ yards long—White and Ivory. You will certainly hurry for such values. Pair..... **\$2.29**

Special Lot Fine Serim Curtains
—Try to duplicate such values elsewhere, if you would fully appreciate this opportunity. Every pair 2½ yards long with a plain edge and dainty wide insertion. Cream, white Arabian. Pair..... **\$1.69**

Beautiful New Marquisettes
—Here you are invited to choose from notably good qualities with plain centers and striped or figured wide open lace double borders. Every piece is 36 inches wide. White or Ivory just as you prefer. Per yard..... **25c**

Seamless Axminster Rugs
—Don't allow the very popular price to detract from the importance of Quality. Every Rug to be sold at this price comes 9x12 feet with a deep pile, in rich Floral and Oriental colors. Take the one you like best at..... **\$24.95**

Seamless Velvet Rugs
—Here we come to durable Rugs practical in almost any room. 9x12 feet, presented in small all-over figured effects and with medallion centers. Colors include Red, Green, Brown and Tan. The price..... **\$21.95**

Filet and Novelty Nets
—Variety runs almost riot in this collection of Filet and Novelty Nets that may be had Plain, with Small Figures, or in Striped, Block and Colonial designs, adapted to sash or long curtains, 36 inches wide..... **29c**

